Subject: Re: Audio Marketing
Posted by Prince on Fri, 20 Mar 2026 10:28:30 GMT
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GoldenOldie wrote on Sat, 01 July 2017 13:55I agree that the younger and older generations must be marketed to in very different ways. For example, for younger individuals - snow boarding ads and for older individuals, a really good fridge. Most older people don't even want to get out in the cold!
This is where market segregation comes in. Marketers are able to analyse the audio needs of the older generation while offering them products that suit it, while a different approach is used for the younger generation. Also, I feel it is all about passion and willingness to spend on those audio devices and not necessarily about the age range.